



WFFF
201 Humboldt St
Rochester, NY 14610-1093

Mark Guna Communications
211 W 107th St
Ste 2E
New York, NY 10025

Contract # 1448371

Schedule Dates	10/15/16-10/16/16	Date Entered	10/14/16
Advertiser	Jones/NY State Assembly/Democrat/NT (83943)	Last Modified	10/14/16
Agency	Mark Guna Communications (11059)	Entered By	Elizabeth F. Guy
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	JONES/NYSAL15/D (568029)	Headline #	ECR25330397
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	GUMA, MARK	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$525.00
Account Types	National/Political	Net Total	\$2,975.00
Billing Type	Standard	Sales Tax	
Comments	JONES/NYSAL15/D 10/15/16-10/21/16 D BILLY JONES FOR NYSAL15 - NAB SENT VIA EMAIL. PYMT TO FOLLOW.		

Burlington (WFFF)		
By Broadcast Month	Spots	Rate
Oct. 2016	10	\$3,500.00
Grand Total:	10	\$3,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/16/16-10/16/16	4	:30	9A- Fox News Sunday	2							X	1	\$75.00	\$75.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A FOX NEWS SUN	10/14/16
1.0.1	Preempt	10/16/16															Burlington (WFFF)	Pre-Empt/Exception -	
2.0	Normal Line / SPOT	10/15/16-10/15/16	4	:30	10P- Local 44 Weekend News	1						X		1	\$175.00	\$175.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
3.0	Normal Line / SPOT	10/16/16-10/16/16	4	:30	10P- Local 44 Weekend News	1						X		1	\$175.00	\$175.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
4.0	Normal Line / SPOT	10/16/16-10/16/16	4	:30	11P- Big Bang Theory	1						X		1	\$75.00	\$75.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A BIG BANG	10/14/16
5.0	Normal Line / SPOT	10/16/16-10/16/16	4	:30	8:30P- Family Guy / Last Man on Earth	1						X			\$550.00		Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A FAMILY GUY	10/14/16
5.0.1	Preempt	10/16/16															Burlington (WFFF)	Schedule Change/Exception	
6.0	Normal Line / SPOT	10/16/16-10/16/16	4	:30	11A- FOX NFL Kickoff	2						X		2	\$150.00	\$300.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NFL KICKOFF	10/14/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WFFF does not discriminate in advertising contracts on the basis of race, ethnicity or gender and further require that in the performance of all WFFF advertising agreements require that each party not discriminate on the basis of race or ethnicity.



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Rochester, NY 14610-1093

Mark Guma Communications
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Ste 2E
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Contract # 1448371

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Agency	Mark Guma Communications (11059)	Entered By	Elizabeth F. Guy
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	JONES/NYSAL15/D (568029)	Headline #	ECR25330397
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	GUMA, MARK	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$525.00
Account Types	National/Political	Net Total	\$2,975.00
Billing Type	Standard	Sales Tax	
Comments	JONES/NYSAL15/D 10/15/16-10/21/16 D BILLY JONES FOR NYSAL15 - NAB SENT VIA EMAIL. PYMT TO FOLLOW.		

Burlington (WFFF)		
By Broadcast Month	Spots	Rate
Oct. 2016	10	\$3,500.00
Grand Total:	10	\$3,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.0	Normal Line / SPOT	10/16/16-10/16/16	4	:30	12P- NFL on FOX Pregame	2							X	2	\$350.00	\$700.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NFL TODAY	10/14/16
8.0	Normal Line / SPOT	10/16/16-10/16/16	4	:30	12:58P- NFL on FOX Game 1	2							X	2	\$1,000.00	\$2,000.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NFL -EARLY	10/14/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

CPE:
Agency: MARK GUMA
COMMUNICAT
MARK GUMA
COMMUNICATIONS
INC 211 WEST 107TH
ST #2E NEW YORK NY
10025

Changes as of: 10/14/2016 at 11:29 AM
Flight: 10/15/16 - 10/21/16
Advertiser: Jones NY SA 115
Product: JONES/NYSA115/D
Station: WFFF
Market: Burlington-Plattsburgh
Office: WASHINGTON

Total \$: \$4,125.00
Total Spots: 12

Total CPP: \$134.80

Agency Order #:

Buyer: MARK GUMA
Salesperson: RACHELLE RAY -
Washington DC
202-872-5880

Primary Demo: Adults 35+

Con Type: POLITICAL/NOTE
Assistant: LAILA DAFARI
202-872-5880

Total GRP: 30.6
Traffic #: 1448371
Separation:

Comments: 10/15/16-10/21/16 D BILLY JONES FOR NYSA115 - NAB SENT VIA EMAIL. PYMT TO FOLLOW.

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/15 - 10/17		Total Spots	Total \$	CPP	GRP
							10/15	10/17				
1	Su 9a-10a		FOX NEWS SUN	\$75.00	0.9	30	2	0	2	\$150.00	\$83.33	1.8
2	Sa 10p-10:35p		NEWS	\$175.00	1.4	30	1	0	1	\$175.00	\$125.00	1.4
3	Su 10p-10:35p		NEWS	\$175.00	2.6	30	1	0	1	\$175.00	\$67.31	2.6
4	Su 11p-12m		BIG BANG	\$75.00	1.9	30	1	0	1	\$75.00	\$39.47	1.9
5	Su 8:30p-9p		FAMILY GUY	\$550.00	5.3	30	1	0	1	\$550.00	\$103.77	5.3
6	Su 11a-12n		NFL KICKOFF	\$150.00	1.2	30	2	0	2	\$300.00	\$125.00	2.4
7	Su 12n-1p		NFL TODAY	\$350.00	2.6	30	2	0	2	\$700.00	\$134.62	5.2
8	Su 1p-4p		NFL -EARLY	\$1,000.00	5.0	30	2	0	2	\$2,000.00	\$200.00	10.0
TOTALS:									12	\$4,125.00	\$134.80	30.6



125 West 55th St
New York, NY 10019

Contract # 25330397 Changes as of: 10/14/2016 at 11:29 AM Version: Current State Version 1
CPE: Total \$: \$4,125.00
Agency: MARK GUMA COMMUNICAT Total Spots: 12
MARK GUMA COMMUNICATIONS
INC. 211 WEST 107TH
ST #2E NEW YORK NY
10025
Product: JONES/NYSA115/D Office: WASHINGTON
Total CPP: \$134.80

Agency Order #: Buyer: MARK GUMA Primary Demo: Adults 35+
Salesperson: RACHELLE RAY - Con Type: POLITICAL/VOTE
Washington DC Assistant: LAILA DAFTARI
202-872-5880 202-872-5880
Total GRP: 30.6
Traffic #: 1448371
Separation:

Special Instructions

Date/Time	Added by	Comment
10/14/16 11:29 AM	Elizabeth Guy	Line 5 Family Guy 1x 10/16 due to wrong program TP Simpsons/Son of Zorn 8-9P MG offer STP 10/16 Simpsons/Son of Zorn 8-9P same rate Sect 4
10/14/16 10:47 AM	RACHELLE RAY - Washington DC	Please advise Thanks!
10/15/16-10/21/16	D BILLY JONES FOR NYSA115 - NAB SENT VIA EMAIL. PYMT TO FOLLOW.	

Competitive Information	
Market Budget:	\$45,833
WFFF Share:	9%
Comment:	
WCAX:	21%
WPTZ:	57%
WVNY:	13%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	12	\$4,125.00	\$134.80	30.6
Total	100%	12	\$4,125.00	\$134.80	30.6

Monthly Summary			
Month	Spots	Dollars	
2016-Oct	12	\$4,125.00	
Total	12	\$4,125.00	

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Makegood 1	10/14/16 11:29 AM	Elizabeth Guy	Sent To Rep			\$0
Queued for Electronic Contracting	10/14/16 11:14 AM					\$0
Queued for Electronic Contracting	10/14/16 11:13 AM					\$0
New	10/14/16 10:47 AM	RACHELLE RAY - Washington DC	Confirmed	12		\$4,125.00

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

NAB Form PB-16 Candidates

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WISN-TV, MILWAUKEE, WISCONSIN</u>	Date: <u>10-14-16</u>
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I, MARK GRUMAbeing/on behalf of: BILLY JONES, a legallyqualified candidate of the DEMOCRATIC politicalparty for the office of: STATE ASSEMBLYin the GENERALelection to be held on: NOV. 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

Total Charges:

NAB Form PB-16 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

FRIENDS OF BILLY JONES

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

KAREN EDWARDS

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

9/30/16
Date

Mark [Signature]
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]
Signature

Harvey Adelberg
Printed Name

DDS
Title